

PRESS RELEASE

Myndshift Launches FitFall Campaign

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Myndshift Launches Integrated Campaign for 901FitLife FitFall Challenge

Memphis, TN. May 28, 2025—Myndshift, a Memphis-based creative agency known for its strategy-driven, integrated approach, has launched a new campaign for 901FitLife in support of the gym’s annual FitFall Challenge.

Designed to drive participation and momentum, the FitFall campaign extended beyond awareness to focus on confidence—encouraging women to show up, set goals, and follow through. Myndshift developed the full campaign ecosystem, including the FitFall Challenge identity, promotional materials, and an integrated rollout across the gym’s most important touchpoints.

“FitFall was never just about a challenge—it was about helping women feel confident enough to start,” said Lisa, owner of 901FitLife. “The campaign met women where they were, and the response showed just how powerful that approach can be.”



Rather than relying on typical fitness messaging, the campaign spoke directly to women who don’t normally work out, acknowledging common barriers and positioning 901FitLife as a supportive, judgment-free environment. The empathetic approach struck a chord with the community and delivered immediate results.

“Too many fitness campaigns focus on intensity instead of empathy,” said Jeffrey White, Founder and Creative Director of Myndshift. “This one was built around understanding the emotional barriers that keep people from starting—and designing every touchpoint to remove them.”

Attendance for the challenge more than doubled compared to the previous year, exceeding expectations and reinforcing 901FitLife’s role as a trusted space for women at every stage of their fitness journey.

About 901FitLife

901FitLife is a women-focused fitness studio based in Memphis, Tennessee, dedicated to helping women build strength, confidence, and consistency in a supportive, judgment-free environment. Through structured programs, community-driven challenges, and a commitment to meeting women where they are, they empower members to show up, set goals, and follow through—both inside and outside the gym.

About Myndshift

Myndshift is an independent, Memphis-based creative agency specializing in brand development, campaign creation, and strategy-driven marketing. The agency rejects siloed thinking in favor of fully integrated approaches—aligning identity, messaging, digital, social, and campaign work to deliver measurable results. Myndshift partners with founders, small businesses, and growing brands who want to stand out, think bigger, and build something unforgettable.

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